ABSTRACT

A method and system is provided which allows for integrating streaming content and a real time interactive dynamic user interface on a network, such as the Internet. The system includes a web browser for receiving a user interface from a content server. The user interface, among other functions, detects an embedded code in a media file from a streaming content server. Based on the embedded code, the user interface spawns a Common Gateway Interface (CGI) process which retrieves information from a data store. The information in the data store may include rules for altering the displayed user interface. The system and method results in an interactive user interface which may be easily modified by altering the contents of the data store rather than altering and reindexing the media file.